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1. (currently amended) A tape to be wound into a tire component which is made of unvulcanized rubber in which a single cord is embedded along the length thereof,

the cord having a diameter being in a range of from 1/100 to 1/2 times the width of the tape 0.3 to 1.5 mm, wherein

- on each side of the cord embedded portion, a reduced thickness portion having a

 substantially constant thickness is formed, and the thickness of the tape is larger in

 the cord embedded portion is larger than the other thickness of the tape in each said

 reduced thickness portion so that the cord is completely embedded in the

 unvulcanized rubber, and
- on each side of the cord embedded portion, a reduced thickness portion having a substantially constant thickness is formed, and the each said reduced thickness portion is wider than the cord embedded portion.
- 2. (currently amended) A tape The tape according to elaim 1 claim 20, wherein said organic fiber cord has a diameter D is in a range of 0.3 to 1.5 mm, said the width of the tape is in a range of from 10 to 30 mm, and the thickness of the tape is in range of from 0.5 to 1.5 mm when measured in the each said reduced thickness portion.
- 3. (currently amended) A tape The tape according to claim [[1]] 20, wherein the unvulcanized rubber has short fibers therein, and the short fibers are oriented in the longitudinal direction of the tape.

4. (currently amended) A tire component made of windings of a tape-as-claimed in any one of claims 1-3 and 6, wherein

said tape is made of unvulcanized rubber in which a single cord is embedded along the length thereof,

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on each side of the cord embedded portion, a reduced thickness portion having a

substantially constant thickness is formed, and the thickness of the tape in the cord

embedded portion is larger than the thickness of the tape in each said reduced

thickness portion so that the cord is completely embedded in the unvulcanized rubber,

and

each said reduced thickness portion is wider than the cord embedded portion.

5. (currently amended) A pneumatic tire comprising a tire component made of windings of a tape-as claimed in any one of claims 1-3 and 6, wherein

said tape is made of unvulcanized rubber in which a single cord is embedded along the length thereof,

on each side of the cord embedded portion, a reduced thickness portion having a

substantially constant thickness is formed, and the thickness of the tape in the cord

embedded portion is larger than the thickness of the tape in each said reduced

thickness portion so that the cord is completely embedded in the unvulcanized rubber,

and

each said reduced thickness portion is wider than the cord embedded portion.

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19. (currently amended) A pneumatic The pneumatic tire according to claim 5, wherein said tire

component is a sidewall rubber.

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20. (new) A tape to be wound into a tire component which is made of unvulcanized rubber in

which a single organic fiber cord is embedded along the length thereof, wherein

on each side of the cord embedded portion, a reduced thickness portion having a

substantially constant thickness is formed, and the thickness of the tape in the cord

embedded portion is larger than the thickness of the tape in each said reduced

thickness portion so that said organic fiber cord is completely embedded in the

unvulcanized rubber, and each said reduced thickness portion is wider than the cord

embedded portion.